

## **Assessment of regional investment attractiveness with the use of gis technologies**

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### **Abstract**

This article discusses problems of development and application of special geographic information systems (GIS) which promote performing objective assessment of investment attractiveness of territories for potential investors. This GIS class helps carry out analysis and forecast various businesses development on the territory of certain region, city, and areas with optimal business climate. Relevance of the matter is connected with absence of real investment attraction instruments which help to increase economic competitiveness of Russian regions. The purpose of the conducted research is to determine territorial difference in investment potentials of municipal and city districts of the Republic of Tatarstan and mechanisms of their increase. An object of the research is territory of the Republic of Tatarstan with its unique physiographic characteristics and economic and social situation. Traditional geographical methods which were used in research included cartographical (based on methodological framework of thematic and complex mapping and on achievements in geoinformation technologies area), comparative and descriptive, spatial analysis, statistical methods. The technique of integrated assessment of investment attractiveness of rural and urban districts of the Republic of Tatarstan with the use of geoinformation technologies is the main result of undertaken research. Creation of specialized geographic information system "The Investment Portal of the Republic of Tatarstan" which helps to make effective presentation of regional investment potential to investors is also the research effect.

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### **Keywords**

Competitiveness, Electronic government, Geographic information system, Geoinformation technologies, Investment, Investment map, Spatial analysis